



THE CITY OF  
DALLAS  
REGION

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2016  
YEAR IN REVIEW



[WWW.DALLASOR.GOV](http://WWW.DALLASOR.GOV)



Dallas was settled in the 1840s on the north side of Rickreall Creek and was originally named "Cynthian" or "Cynthiana." In 1856 the town was moved more than a mile south because of an inadequate supply of water. The Dallas post office was established in 1852.

Dallas was in competition with Independence to be the county seat and the citizens of Dallas raised \$17,000 in order to have a branch of the narrow gauge railroad come to their town, thus securing the honor. The line was built from 1878-80. A more suitable name for a county seat was needed, and since George Mifflin Dallas was vice-president under James K. Polk, for whom the county was named, "Dallas" was a natural choice. Dallas was incorporated as a town in 1874, and as a city in 1901.

The current population of Dallas is 15,345. Dallas offers excellent schools, community activities, and commercial and industrial amenities.

We urge you to  
Take A Closer Look  
at Dallas.



SCAN FOR MORE  
INFORMATION



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## SOCIAL MEDIA



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# Welcome

Dear Citizens, Businesses, Mayor, City Council Members,  
and City Staff

2016 has been a busy year filled with challenges, opportunities,  
and many accomplishments. My staff and I, with the help of the  
Mayor, City Council, and many volunteers have worked hard to  
improve the livability of our great community.

In an effort to help our citizens and businesses better understand how  
much work is going into improving our community's livability, my staff  
and I have prepared this 2016 review. In this document you will find  
highlighted accomplishments from all the City departments.

Many, if not all, of the accomplishments listed in this document  
have come from outlined actions by City departments which were  
established to achieve strategies vetted by the City Council in  
their 2015 and 2016 retreats. The City Council's strategies were  
developed in an effort to advance the community towards the  
Dallas 2030 Vision. (The Dallas 2030 Vision is provided later in this  
document.)

I hope you find this document informative, enlightening, and  
most of all enjoyable. It is my pleasure to present the top  
accomplishments of 2016.

Sincerely,



Ron Foggin, City Manager

# City of Dallas Core Values

## **Service Oriented**

Maintaining a high level of customer service, with community pride, responsiveness, compassion, and loyalty.

## **Integrity**

Being honest and ethical while also being hard working and efficient.

## **Knowledgeable**

Demonstrating technical competency in service delivery. Being knowledgeable, thoughtful, and focused about the Dallas community including its needs and priorities.

## **Professional**

Demonstrating commitment, consistency, respect, fairness, purpose, follow-through and effective communication abilities.

## **Collaborative**

Connecting and growing together as a team with the community. Working toward what is best for the community.





# City Awards & Recognitions

## **Government Finance Officers Association Budget Award**

The GFOA established the Distinguished Budget Presentation Awards Program in 1984 to encourage and assist state and local governments to prepare budget documents of the very highest quality that reflect both the guidelines established by the National Advisory Council on State and Local Budgeting and the GFOA's best practices on budgeting. Dallas has won the GFOA Budget Presentation Award since 2013.



*Distinguished  
Budget  
PRESENTATION  
Award*

## **Government Finance Officers Association CAFR Award**

The GFOA established the Certificate of Achievement for Excellence in Financial Reporting Program in 1945 to encourage and assist state and local governments to go beyond the minimum requirements of generally accepted accounting principles to prepare comprehensive annual financial reports that evidence the spirit of transparency and full disclosure and then to recognize individual governments that succeed in achieving that goal. Dallas has won the GFOA Achievement for Excellence in Financial Reporting award since 1990.



*Certificate  
of Achievement  
FOR EXCELLENCE IN  
Financial Reporting*

## **HEAL City**

The Healthy Eating Active Living Cities Campaign celebrates all municipal policies that make Oregon cities places where residents, employees and visitors can be physically active and have access to nutritious foods. Dallas has been a HEAL City since 2014.



**HEALTHY EATING  
ACTIVE LIVING  
DALLAS**

## **Tree City USA**

Greening communities across the country. This program is a great opportunity to celebrate the importance of an urban tree canopy and improve care of these vital city trees. Dallas has been a Tree City since 2008.



**TREE CITY USA®**

# Community Stats

## City Demographics

Area 4.856 square miles (3,107 acres)  
Population (July, 2015) 15,345

Males	47.9%
Females	52.1%
Median Age	48.9
Under 5 years	6.5%
5 – 24 years	27.7%
25-44 years	24.1%
45-64 years	23.9%
65 years and over	17.8%

Residents graduated from high school or higher 91%

Residents with Bachelor's degree or higher 17.1%

Average Household Size 2.53 persons

Median Household Income \$50,170

Total Housing Units 6,241

Resident-owned homes 61.8%

Median home value of owner-occupied homes \$186,800

## Climate

Annual Rainfall 48 inches

Annual Snowfall 8.2 inches

Precipitation Days 139

Sunny Days 156

Average High (July) 82° F

Average Low (January) 33° F

Elevation (average) 209 feet

## 5 Largest Employers

Forest River, Inc	355 employees
Dallas Public Schools	321 employees
Dallas Retirement Village	310 employees
Polk County	300 employees
West Valley Hospital	177 employees

## Educational Institutions

Dallas School District  
3 Elementary Schools  
1 Middle School  
1 High School  
2 Alternative Schools  
1 Charter School

Parochial Schools – 2

Grace Community Church  
Preschool - Kindergarten  
Faith Christian Church  
Preschool - 8th Grade

Colleges – 1

Chemeketa Community College

\*Climate statistics can be found at  
[www.wrcc@dri.edu](http://www.wrcc@dri.edu)



## Dallas 2030 Vision

**WE ARE DALLAS 2030...**Set in the picturesque mid-Willamette Valley alongside the foothills of the Coast Range; we are a prosperous community that has preserved its small-town character. Our 1898 County Courthouse looks out over our town square and revitalized historic downtown. We have planned well for our growth and development, updating essential infrastructure and strengthening our neighborhoods.

**WE ARE SAFE AND HEALTHY...**with state-of-the-art medical and emergency facilities and services that meet the needs of our growing population. A pristine Rickreall Creek is a focal point for our beautiful parks, natural areas and recreation opportunities that have expanded as we have grown.

**WE CARE DEEPLY...**for our community and one another. Community voluntarism and engagement is the foundation of our identity. We have built on our agricultural heritage to create a strong and innovative economy. We have invested in businesses that produce well-paying jobs. We support partnerships and a range of educational opportunities that prepare students for success in our community, workforce and world.

We vigorously engage in the life of our city and welcome our future.

**WE ARE DALLAS 2030.**





# Dallas 2030 Vision

## Our Community & Identity

- Continue to improve the downtown street scape
- Participate in the Rural Tourism Program
- Market the 2030 Vision
- Work to fund street repairs and street maintenance program
- Integrated City Volunteer program emphasizing recruitment & retention
- Continue Citizen Academy program
- Improve financial information transparency
- Implement citizen engagement best practices
- Expand recreation for all ages and provide good-quality play complexes
- Encourage public art opportunities
- Maintain & enhance code enforcement
- Maintain & enhance street sweeping

## Our Economy & Our Jobs

- Promote customer service through all levels of the City
- Explore business registration program
- Update Economic Development Strategy
- Provide internship opportunities
- Partner with educational & training institutions to assist potential employers in workforce development
- Promote & attract craft brewing and wine industry businesses
- Enhance and maintain an active and current on-line profile

## Our Education & Learning

- Fire Service Mentors Program
- Joint City/School Board Meetings
- Dallas STEM Program

## Our Growth & Development

- Update the Comprehensive Plan
- Improve communication & transparency
- Update Transportation System Plan

- Integrate new commercial & industrial development with the Economic Development Strategy
- Continue Storm and Sewer Master Plans
- Develop asset management plans for infrastructure
- Expand parks and trails
- Maintain and enhance bicycle route system
- Purchase watershed property with high priority on area under and around Mercer Reservoir
- Update long-range plan for potable water sources
- Continue developing the aquifer storage and recovery plan (ASR)

## Our Health & Safety

- Assist in developing basic hospital services
- Coordinate with & assist healthcare partners to provide up-to-date medical services
- Expand inter-agency training with local law enforcement partners
- Install AEDs in all patrol cars
- Develop performance measures for public safety staffing levels
- Assess public safety facility and equipment needs
- Develop joint public safety training facility with Dallas Police, Fire, and EMS
- Develop Public Safety Strategic Plan









## City Pictures

These pages are a collection of photographs from around Dallas. These photos capture the essence and beauty of Dallas through the eyes of Mr. John Schulte.





# CITY COUNCIL PRIORITIES

1. Work to fund street repairs as well as a streets maintenance program.
2. Purchase watershed property and invest in the water system.
3. Continue to develop a public safety strategic plan; plan and develop a joint public safety training facility.
4. Integrate new industrial and commercial development with the city's economic development strategy (e.g., incorporating targeted industries such as wine).
5. Continue to develop asset management plans for infrastructure updates and improvements.
6. Expand the Rickreall Creek Trail.
7. Promote and expand recreation for youth & adults and provide good quality play complexes, parks, and outbuildings.
8. Work to promote and attract craft brewing industry and wine industry businesses.



# CITY ACCOMPLISHMENTS

1. Planned and implemented four Tuesdays on the Square events.
2. Received the CIS Gold Workplace Safety Award.
3. The League of Oregon Cities' Allen and Helen Berg Good Governance Award for the City of Dallas's Citizen Engagement Initiative.
4. Completed the Ron Lines Memorial Bridge and Trail Section.
5. Worked with consultant to complete re-appraisal of land surrounding reservoir. Worked with ownership group to achieve agreement on purchase price.
6. Urban Renewal has moved forward on both sidewalk replacement and street scape projects, and has identified future projects for the Agency. A number of façade grants have been awarded to improve the look of downtown.
7. In a joint effort with all Polk County law enforcement agencies, resumed operations of the inter-agency drug enforcement team—the Polk Inter-agency Narcotics Team (POINT).
8. The creation of the joint Dallas Fire & EMS/SW Polk Master Plan and subsequent Strategic Plan. The Master Plan was shaped with the assistance and guidance of our citizens, policy level decision makers, internal individuals and external partners.
9. Using the recommendations from the Master Plan, the Fire Department applied for and received the FEMA Assistance to Firefighters Grant – Staffing for Adequate Fire & Emergency Response, which was used to hire two full-time equivalent firefighting positions to be scheduled during our peak emergency response time to augment our volunteer response force.
10. Rural Economic Vitality Services along with the Ford Family Foundation awarded the City a Rural Economic Vitality Roadmap project. The Roadmap project took the community through an assessment and collaborative priority-setting workshops to establish goals and projects, developed a focused action plan, and built capacity from within the community.







# ECONOMIC DEVELOPMENT ACCOMPLISHMENTS

1. Received a \$17,000 grant from Polk County to continue the implementation of the Dallas Branding and Marketing Plan.
2. Rural Economic Vitality Services along with the Ford Family Foundation awarded the City with a Rural Economic Vitality Roadmap project. The Roadmap project took the community through several assessment and collaborative priority-setting workshops to establish goals and projects, developed a focused action plan, and built capacity from within the community.
3. Completed a significant update of the City of Dallas Business Assistance toolkit.
4. Updated and improved the City's economic development webpage.

## CHALLENGES

1. Dedicating enough staff time to be effective in economic development activities.
2. Identifying companies and individuals willing to invest in the the community.
3. Effectively marketing the community and all it has to offer.
4. Recognize Dallas' place in the Oregon wine economy.



# COMMUNITY DEVELOPMENT ACCOMPLISHMENTS

1. The Building Department fully implemented the e-permitting system for on-line permits, as well as completing inspections for the new DHS building and the Dallas Retirement Village apartment project.
2. Facilities Maintenance successfully completed a number of projects including the installation of new HVAC systems at the Library and City Hall, new lighting at the Library, and City Hall flooring replacement.
3. The Planning Department was extremely busy in 2016, including reviewing the numerous subdivisions, and land use applications, assisting new and existing businesses, and beginning work on a TSP update and Comprehensive Plan update.
4. The Public Works Operations division has, in addition to regular activities, assisted in the Monmouth Cutoff bridge repair, and has used the sewer camera system extensively to identify sewer line problems. Repairs have been made or are planned throughout the system.
5. Fleet Management has continued to update vehicles and equipment across all departments in order to increase efficiency. In addition, special projects such as the downtown Christmas tree stand highlight their creativity and dedication.
6. Urban Renewal has moved forward on both sidewalk replacement and street scape projects, and has identified future projects for the Agency. A number of façade grants have been awarded to improve the look of downtown.

## CHALLENGES

1. Focusing on continued downtown improvements, vacancies, and opportunity sites such as the Mill Site and the Godsey Road site that have significant economic development potential.
2. As building activity increases, a staff position may need to be added in order to ensure timely and high quality customer service both in the office and out in the field.





# FIRE ACCOMPLISHMENTS

1. The creation of the joint Dallas Fire & EMS/SW Polk Master Plan and subsequent Strategic Plan. The Master Plan was shaped with the assistance and guidance of our citizens, policy level decision makers, internal individuals and external partners. The process generated nine recommendations which led to the creation of the final Strategic Plan by Dallas Fire & EMS and SW Polk Fire participants.
2. Using the recommendations from the Master Plan, the Department applied for and received the FEMA Assistance to Firefighters Grant – Staffing for Adequate Fire & Emergency Response, which was used to hire two full-time equivalent firefighting positions to be scheduled during the peak emergency response time to augment the volunteer response force.
3. Started a Medical Physical Program for our firefighters. This program validates that an individual is medically capable of the tasks required in firefighting operations. The program has been very successful and in all probability already saved firefighter lives.
4. Purchased a new ambulance unit. This ambulance replaced a 1998 ambulance. The new ambulance is the first four wheel drive unit within our fleet. This unit exhibits our commitment to safety by hosting the latest in safety features both for our staff and our customer.
5. Recruited 11 new volunteer firefighters and support members to the Dallas Fire & EMS. A couple of major changes to our recruit academy include going from 140 classroom/hands-on hours to 100 self-paced online training hours and 60 classroom/hands-on hours. We also improved the recruit academy training process.



# FIRE CHALLENGES

1. Funding continues to be problematic for the EMS Department. Revenues do not cover the cost to provide the service. The Fire Department's management team will continue to look for ways to close the funding gap. A positive note in finding additional revenue will come from Ground Emergency Medical Transport (GEMT). GEMT legislation allows Oregon's EMS system to work with the State on the creation of a State Plan Amendment (SPA). The SPA will help public providers collect more revenue for responding to medical emergencies.
2. The Department does not have an adequate training facility. The challenge is training our new and current members in modern firefighting, EMS and rescue techniques without the appropriate facilities.
3. Implementation of the Master Plan and the goals listed within our Strategic Plan will be a three to five year challenge/opportunity. A few of these recommendations and goals include:
  - Create an improved data analysis system.
  - Create a comprehensive apparatus, facilities and equipment replacement schedule.
  - Make strategic decisions to implement and attain the response goals adopted as part of the Master Plan.
  - Evaluate and enhance our current volunteer firefighter recruitment and retention.
  - Evaluate our current medical services with a focus on mobile integrated health and enhancing current staffing models.
  - Review the Staffing for Adequate Emergency Response positions for continuation or expansion of the program.
  - Continue to pursue more efficient and effective operations and avenues of funding including: streamlining administration, enhanced work flow, grant funding, service consolidation, combined operations and expanding use of single role volunteers.





# POLICE ACCOMPLISHMENTS

1. Our Field Services staff (Patrol and Investigations), under the guidance of Lt Mott, managed the busiest summer in our history of tracking activities, and did so while being extremely short staffed due to injuries and retirements. It took many hours of overtime and our dedicated officers stayed on top of things to keep our community safe. For the first time in the known history of tracking department field activities, we exceeded 300 activities per week for two separate weeks this past summer.
2. Received approval during the FY17 budget process to add one additional full-time police officer. Once filled, this will bring sworn officer staffing to 19. Also received approval to add a half-time Police Community Liaison position. The primary responsibility of this person will be community outreach, with a peripheral duty of serving as backup evidence technician.
3. In a joint effort with all Polk County law enforcement agencies, resumed operations of the inter-agency drug enforcement team—the Polk Inter-agency Narcotics Team (POINT).
4. Re-instituted a form of department meetings by starting “Quarterly Group Discussions” which are essentially non-mandatory meeting of all department personnel. Along with this, we also re-instituted a recognition program for longevity of department members.
5. Closed long-term code cases, including properties which have been in violation of City code for several years; several abandoned signs, and compelling the demolition and removal of two dangerous trailers at the Dallas Mobile Home Village.
6. In conjunction with the City Manager’s Office, developed a police officer recruiting bonus policy that all city employees may be eligible to receive.
7. Created and instituted a Virtual INPUT program for improvement suggestions from throughout the Police Department. The member submitting the best suggestion each quarter is awarded with an extra half day off.




Photo of Sgt. Rod Dunham who retired February 2017 after 30 years of service to the City of Dallas.



# POLICE ACCOMPLISHMENTS CONT.

8. Officers who ordinarily did not serve as training officers stepped up and helped train replacement officers.
9. Our two part-time Code Services positions were reorganized into one full-time position.
10. The Animal Control Officer applied for and received another grant to extend the very successful feral cat program.
11. Created a new streamlined mailer to better assess community feedback regarding customer service provided by our staff.

## CHALLENGES

1. Operating extremely short-staffed due to several un-filled vacancies throughout the year, caused in part by a sworn member being out for a work-related injury, an officer retirement, a recruit not being successful with probation and two officers having non-work-related surgeries causing several months of light duty.
2. Working to keep personal safety in the forefront is critical to minimizing injuries, both on and off duty.
3. Inadequate facilities for a police department our size. The dedicated space being dispersed throughout three different portions of city hall as well as down at the city shops complex (some evidence storage) has a negative impact on the overall efficiency of our daily routines.
4. The negative perception of law enforcement spawned by national events in the main-stream media has created an especially difficult situation when recruiting for police officers and reserve officers.
5. Continuing to maintain a good relationship with our community in general and striving daily to earn and improve that relationship by delivering excellent customer service during each interaction with those we serve.







# ENGINEERING & ENVIRONMENTAL ACCOMPLISHMENTS

1. Designed and completed construction of Rickreall Creek Trail/ Bridge Phase 5. Project included sewer siphon replacement to eliminate sewer inflow and infiltration. Project completed within budget in spite of unusual weather conditions during construction.
2. Worked with consultant to complete re-appraisal of land surrounding reservoir. Worked with ownership group to achieve agreement on purchase price.
3. Completed Clay Street Water Transmission Pipeline Project. Project completed within budget.
4. Adoption of City's first Storm Water Master Plan. Worked with Citizen's Utility Rate Advisory Committee to finalize and recommend adoption of the Master Plan. Plan was adopted by City Council in May 2016.
5. Worked with consultant to obtain operating license renewal for Aquifer Storage and Recovery System. License was renewed by OWRD in July 2016, and is good for another 5 years.

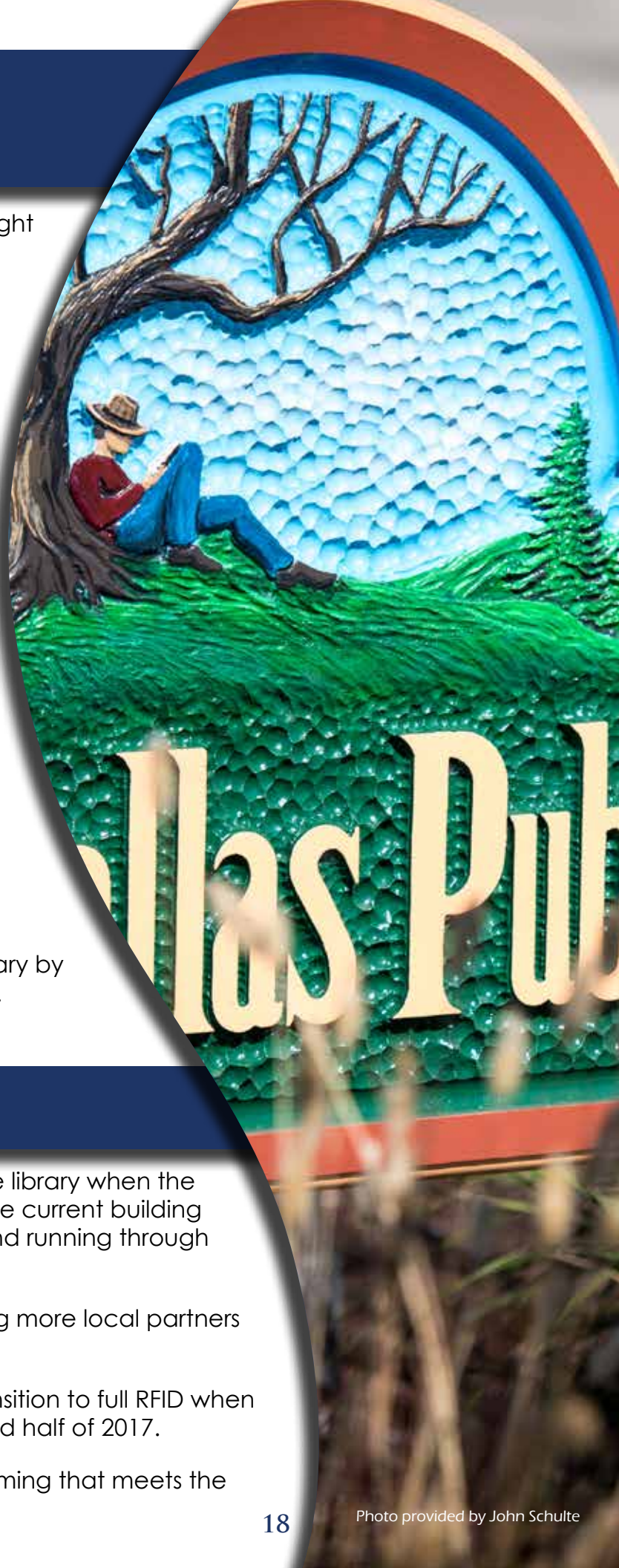
## CHALLENGES

1. Repairing and maintaining street infrastructure
2. Keeping up with needed utility capital projects.



# LIBRARY ACCOMPLISHMENTS

1. Initiated an Oregon author series that brought 11 authors to the Dallas Library.
2. Tagged 75,000 items in our RFID conversion project during the month of November while weeding out over 3,000 unused, damaged, or outdated books from the system. Also serving as the test library for RFID check-out and check-in system.
3. Expanded our Dallas Storyteller Festival. Hosted Portland Story Theater at Pressed with wine tasting. Also held a 2 hour Storytelling work shop.
4. Expanded Children's programming by beginning monthly outreach story time to local Head Start classes and a monthly book club, Order of the Lowly Worms, for beginning chapter book readers.
5. Found ways to have more fun while doing our jobs and passing that feeling on to our patrons.
6. Began a monthly music program in the library by partnering with the Ukulele Fans of Oregon.



# CHALLENGES

1. Planning the remodel and expansion of the library when the Senior Center moves – coordinating with the current building configuration – keeping the library open and running through the project.
2. Revamping the Storyteller Festival by finding more local partners and better advertising.
3. Working with CCRLS to make a smooth transition to full RFID when the other 17 libraries finish tagging in the 2nd half of 2017.
4. Continue finding ways to expand programming that meets the needs of our patrons.





# ADMINISTRATION ACCOMPLISHMENTS

1. Redesigned the City's website.
2. Planned and implemented four Tuesdays on the Square events.
3. Developed and published Peer Tax and Fee Comparison document.
4. Implemented on-line records management system.
5. Improved Citizen Budget document.
6. Received the CIS Gold Workplace Safety Award.
7. Received the League of Oregon Cities' Allen and Helen Berg Good Governance Award for the City of Dallas's Citizen Engagement Initiative.

## CHALLENGES

1. Recruiting qualified candidates for open positions.
2. Retaining employees to retirement.
3. Developing a true culture of safety for the organization.



# PARKS ACCOMPLISHMENTS

1. Completed the Ron Lines Memorial Bridge and Trail Section.
2. Created the Sgt. Ian M. Tawney Memorial Park by improving an open green space in the downtown core by adding landscaping, benches and play equipment.
3. Installed 3 new directional signs on the Rickreall Creek Trail.
4. Received the Tree City USA award for the 8th consecutive year.
5. Awarded a HEAL City grant for \$9,500 to help construct pickleball courts.

# CHALLENGES

1. Adding new play equipment, pavilion and landscaping at Gala Park.
2. Development of the Academy Street Park.
3. Obtaining additional park grants to expand the Rickreall Creek Trail System.







# RECREATION ACCOMPLISHMENTS

1. Put on two Mighty Mites classes for children 3-5 years of age with 95 participants.
2. Offered three adult recreation programs which included softball, basketball and volleyball.
3. Held community activities that included field games, the Dallas Glow Run a 5k run/walk benefiting Christmas Cheer, and a tennis tournament.

## CHALLENGES

1. Adding additional adult recreation programs with limited recreation staffing.
2. Developing intramural sports programs for youth 14 – 18 years of age.
3. Identifying additional community activities for all age groups.



# AQUATIC CENTER ACCOMPLISHMENTS

1. The Aquatic Center successfully transitioned to new Activenet system, allowing for on-line registration, annual pass purchase, facility reservations, and a streamlined Point of Sale experience.
2. Aquatic Center membership for 2016 is 1371, compared to 979 for 2015.
3. Total visits to the Aquatic Center for 2016 were 112,000.

## CHALLENGES

1. Aquatic Center staffing will continue to be a challenge as morning attendance continues to increase. The minimum wage increase also greatly impacts the expenditures.
2. Major capital improvements such as, boiler replacement will be necessary going forward.







## FINANCE ACCOMPLISHMENTS

1. Implemented of a revised garage sale permitting process.  
Approximately 600 garage sale permits were issued in 2016.
2. Received the Government Finance Officers Association's (GFOA) 2015 Compressive Annual Finical Report (CAFR) Award.
3. Received the Government Finance Officers Association's (GFOA) 2016 Budget Document Award.

## CHALLENGES

1. Meeting today's technology needs, and implementing software upgrading as time and resources are available.
2. Keeping up with the new accounting and budgeting reporting requirements.



# UPCOMING CHALLENGES

1. Public Employees Retirement System (PERS) increases which are scheduled to increase dramatically over the next six years.
2. Increasing minimum wage rates over the next four years.
3. Maintaining city services with broken property tax rate system.
4. Lack of funding for street infrastructure improvement.
5. Developing a much needed master plan for public safety facilities.
6. Improving transparency and citizen engagement.







COUNCILOR  
LAVONNE WILSON  
JANUARY 1985 - DECEMBER 2016



COUNCILOR  
MURRAY STEWART  
MAY 2011 - JUNE 2016



COUNCILOR  
KEVIN MARSHALL  
OCTOBER 1995 - DECEMBER 2016

THANK YOU FOR THE MANY YEARS OF DEDICATION,  
EXEMPLARY SERVICE AND LEADERSHIP  
AS DALLAS CITY COUNCILORS